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SOUTHWEST GAS CORPORATION

September 30, 2015

Docket Control
Arizona Corporation Commission
1200 West Washington Street
Phoenix, AZ 85007-2996

Re: **Docket No. G-01551A-10-0458, Decision No. 72723**

In compliance with Decision No. 72723, Southwest Gas Corporation submits an original and thirteen copies of its eighth Customer Communication Improvement Report.

If you have any questions or require additional information, please contact me at 602-385-4058.

Respectfully submitted,

Matthew D. Derr
Regulatory Manager/Arizona

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Southwest Gas Corporation

Customer Communication Improvement Report

September 30, 2015

Introduction

In compliance with Decision No. 72723 (Docket No. G-01551A-10-0458), Southwest Gas Corporation ("Southwest Gas" or "Company") hereby submits its eighth Customer Communication Improvement Report ("Report") to highlight the Company's progress in enhancing customer communication. The goal of the initiatives identified in this Report, and past Reports, is for Southwest Gas to communicate more effectively and immediately with its customers.

This Report provides an update on the Company's ongoing commitment to communicate with its customers utilizing different communication methods. Southwest Gas continues to investigate additional opportunities to enhance its customer communication.

Customer Care Team

During an incident, the Company deploys a variety of strategies to communicate with affected customers and the public. These strategies include using the web, social media, robo-calls, text alerts, call center, media advisories, and more. In an effort to continue to enhance communication with customers and the general public during an incident, this year the Company developed a Customer Care Team (CCT) program.

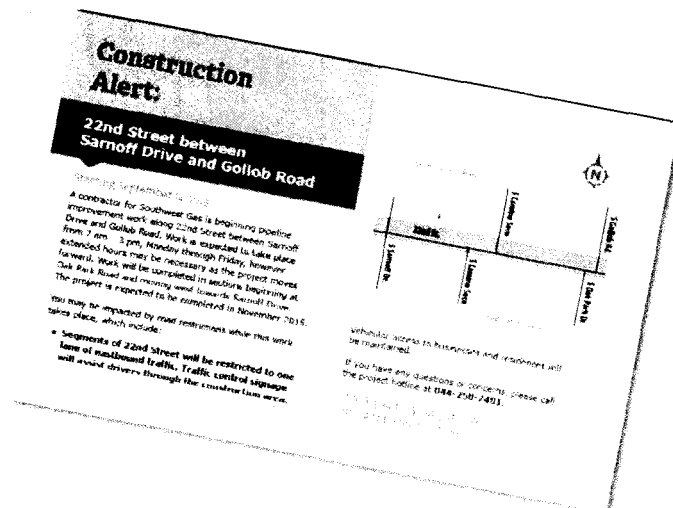
The CCT is charged with establishing a single point of contact for affected persons and providing customer assistance during an incident. The CCT accomplishes this by providing real time, face-to-face updates on an incident or natural gas-related situation impacting a specific area or neighborhood, including restoration activity status.

Since the development of the CCT, it has been utilized once in Arizona. In May 2015, the CCT was activated during a natural gas outage of 700 customers in Tempe, Arizona. CCT team members were deployed to the outage location to answer customers' questions, provide updates, and enroll customers to receive automated phone calls and text messages about future outages impacting their neighborhood.

Public Outreach

As part of a continued effort to inform and assist residents and businesses affected by major Company construction projects, the Company recently enhanced public outreach materials to make informational messages more comprehensive and easy to understand. A recent postcard is included here as an example.

The Company employs a number of mediums to disseminate information on



larger projects, including: door hangers, public/organization meetings, one-on-one door-to-door canvassing, mailers, news releases, social media posts, website updates, e-mail blasts, and if needed, advertisements and public service announcements. Additionally, a 24/7 hotline is also available to provide immediate assistance to customers.

COYL

The Company continues to enhance communications for the Customer-Owner Yard Line (COYL) program to achieve greater awareness and increase participation. To that end, focus group meetings were conducted to better understand the motivators and barriers to COYL participation.

COYL informational materials, such as door hangers and notes, customer letters, and brochures, were enhanced with sharper messaging and a brand new design. Further, COYL-branded uniforms and truck magnets were developed for field coordinators to enhance program recognition.



Conclusion

Southwest Gas is committed to effectively communicating with its customers. In its effort to enhance communications with its customers, Southwest Gas will continue to identify and research new and improved communication tools and strategies. The Company will continue to update the Commission on the progress of these efforts in future reports.